GEVALIA
KAFFE

1•800•GEVALIA • WWW.GEVALIA.COM

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Gevalia® Kaffe
Holmparken Square
PO Box 5279
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NO POSTAGE
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UNITED STATES

Customize a sampler of rich, delicious Gevalia® coffees. And savor them at their finest with a FREE gift.

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GEVALIA®
KAFFE

Please accept a FREE coffeemaker for sampling our extraordinary coffees. There's no further obligation.

Well, you do have to choose your color.

Your satisfaction is unconditionally guaranteed • You are not required to purchase more coffee • You may cancel your service at any time

Choose the coffees you'd like to try and we'll ship them direct to your door.

Discover your perfect cup of Gevalia® Kaffe

Light Roast Medium-bodied, mild and smooth with a subtle fragrance	A
Traditional Roast* Slightly sweet, smooth, highly aromatic and medium-bodied	C
Stockholm Roast Full-bodied, well-balanced with a darker flavor note and low bitterness	B
Dark Roast Full-bodied, slight woody notes with pleasantly bittersweet undertones	D
Espresso Roast* Full-bodied with spicy fragrance and a deep flavor	E
Breakfast Blend† A dark-roasted, full-bodied blend of aromatic Arabica beans. A perfect start to your day	BB
Colombia Medium-bodied, rich and complex, with a clean acidity and winey flavor	F
Kenya Full-bodied and smooth with distinct blackberry undertones and a clean, distinct taste	H
NEW Peruvian Organic† A smooth, organically grown coffee, medium-bodied with a light floral acidity	KK
Mocca Java Strong-bodied flavor with a hint of spiciness and a gentle touch of sweetness	I
Amaretto** Slightly sweetened with non-alcoholic Amaretto liqueur flavoring, this delicious treat has hints of cherry almond	J
Mocha** Rich chocolate flavor and cocoa beans make this a true indulgence	L
Vanilla Nut** Rich and nutty with smooth vanilla overtones	M
Chocolate Raspberry** The flavors of sweet chocolate and tangy raspberry make this a tantalizing treat	N
French Vanilla** Sweet creamy flavor with suggestions of buttercream and honey almond	O
Irish Creme** High-grown Arabica beans and the rich, nutty flavor of non-alcoholic Irish Creme	P
Hazelnut** The mellow flavor of hazelnut blended with our exquisite Gevalia coffee is a rich treat	Q

*Not available in decaffeinated whole bean. Whole bean regular available in 7-oz. packages only.
**Not available in whole bean. †Not available in decaffeinated.

Experience a pleasure that's purely Gevalia Kaffe.

No matter which of our tempting coffees you choose, you'll sense the difference immediately. The rich aroma of superior Arabica beans blended and roasted with care. A fresh, smooth taste that always delights. And a wide array of coffee selections to suit every taste, mood and occasion.

Your FREE gift—with no further obligation.

Place your order today, and receive our exclusive Thermal Carafe Coffeemaker, FREE. (Approximate retail value $80.)

- Brews up to 8 delicious cups
- Coffee brews directly into thermal carafe and can be brought right to the table
- No hot plate to "overcook" coffee
- Coffee stays hot, fresh and flavorful for hours

Your $19.95 Gevalia Sampler includes four boxes of coffee and your FREE gift. There's no future commitment.

- There are no additional delivery charges
- You are not required to purchase any additional coffee
- We'll tailor your delivery schedule to meet your needs
- You'll never pay for coffee you don't want
- Your satisfaction is guaranteed and you may cancel your service at any time

Don't miss this opportunity to try your ideal coffee.

Call **1·800·GEVALIA** (1-800-438-2542), return your completed order form or order at **www.gevalia.com**

Call **1·800·GEVALIA** (1-800-438-2542)
toll free, 24 hours, 7 days
or order at **www.gevalia.com**

You are invited to try a coffee sampler of four half-pound packages of Gevalia® Kaffe, and receive a FREE Thermal Carafe Coffeemaker (approximate retail value $80). This $19.95 trial offer is all-inclusive. There are no additional delivery charges. If you enjoy Gevalia, you will automatically receive more approximately every six weeks (or on a schedule you choose), plus a special holiday delivery. You may cancel at any time without obligation. The FREE gift is yours to keep regardless of your decision.

Check your FREE coffeemaker color:
☐ Soft white (WH) ☐ Jet black (BL)

Choose any four delicious coffees:

First choice _____ letter code _____
Second choice _____ letter code _____
Third choice _____ letter code _____
Fourth choice _____ letter code _____

Check one of each: ☐ Regular (R) ☐ Decaffeinated (D)
CODE: 196899 ☐ Whole Bean (1) ☐ Ground (2)

Your Name _____ (Please Print)
Address _____
City _____ State _____ Zip _____
Telephone Number (____) _____
E-mail _____
☐ Please check here if you do not wish to receive special Gevalia news and offers via e-mail.

I prefer to pay as follows:
Charge my: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Credit Card Number: _____
Exp. Date: ____ / ____ (Month / Year)

Signature Required: _____

☐ **Enclosed is my check payable to Gevalia Kaffe for $19.95.**

Detach order form, fold, insert here, moisten, seal and mail.

You'll receive our FREE Thermal Carafe Coffeemaker with no commitment to join anything.

Approximate retail value $80.

HERE'S WHAT YOU CAN LOOK FORWARD TO:

FREE GIFT AND SATISFACTION GUARANTEED. You must find Gevalia® Kaffe entirely pleasing or you may cancel our service and keep the free gift. Gevalia Kaffe reserves the right to substitute a gift of equal or greater value when limited supplies are exceeded.

If you are satisfied, do nothing and a standard delivery of four half-pound packages (two pounds total) of the type(s) you originally selected will be shipped approximately one month later. You will receive the same standard package once every six weeks unless we hear from you. You may choose to receive coffee less (or more) frequently and you can change the quantities or types of your coffees—or cancel anytime—by calling 1·800·GEVALIA. Each year you will also receive a special holiday delivery. You will be notified in advance with details of this delivery and its seasonal price.

CONVENIENT BILLING. You will be billed at the time of each shipment. Prices of coffees vary, ranging from $5.55–$7.25 per half-pound package of Gevalia Kaffe Regular and $6.25–$7.45 per half-pound package of Decaffeinated. A shipping and handling charge will be added. You may pay upon receipt of each shipment or, if using a credit card, subsequent shipments will be billed to your card. Coffee prices are subject to change.

NO MINIMUM. NO COMMITMENT. There is no minimum purchase. You may cancel and stop your deliveries at any time by notifying us by mail or phone. If you must return a shipment, you may do so at our expense. Your satisfaction is guaranteed or you may return the item for a complete refund. Offer is subject to change and is open to residents of the U.S., the U.S. Virgin Islands and Puerto Rico, and is only valid for new members of the Gevalia Kaffe program. Limit one Gevalia Kaffe membership per household. Offer expires 4/30/04. GEVALIA is a registered trademark.